

**CITY OF HIGH POINT  
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT  
TEXT AMENDMENT CASE 12-01  
March 27, 2012**

<b>Request</b>	
<b>Applicant:</b>  Horace G. Ilderton Ilderton Dodge Chrysler Jeep	<b>Affected Ordinance Sections:</b>  An amendment affecting Table 5-16-2, entitled <i>Specifications For Accessory Freestanding Signs Requiring A Permit</i> ,
<b>Proposal:</b>  To amend Table 5-16-2, to increase the allowable height of freestanding signs from 6 feet to 8 feet in Sub-Area C of the MS District.	

**Background**

This amendment is associated with the construction of improvements to the existing motor vehicle sales establishment at 701 South Main Street, being Ilderton Chrysler, Dodge, Jeep. Construction is presently underway for an addition to the showroom and maintenance facilities. The additions are of sufficient size to trigger a requirement to bring the existing free-standing signs into compliance with the requirements of the zoning district. The applicant desires to place a monument type freestanding sign as allowed by the Development Ordinance, however they wish to have a sign height of up to 8 feet in height, and are therefore proposing to amend the existing height regulation (which allows a maximum 6-foot sign height).

**Details of Proposal**

This amendment would alter Table 5-16-2 so as to increase the maximum height of freestanding accessory signs in sub-area C of the Main Street (MS) zoning district from 6 feet to 8 feet. Sub-area C of the MS District is located along the South Main Street corridor, from Grimes Avenue on the north end (immediately south of the Central Business District) to Market Center Drive on the southern end.

**Analysis**

This proposal would permit a 2-foot increase in sign height. One of the objectives of the MS District is to encourage pedestrian scale development, particularly in those areas that are adjacent to the Central Business (CB) District. An important component of a pedestrian scale streetscape is to ensure that sign heights remain close to street level. For instance, the adjoining CB District, an area with a high level of pedestrian activity, has a standard sign height of 6 feet. The maximum sign height in sub-area D of the MS District, which is more vehicular-oriented, is 15 feet. Therefore a maximum sign height of 8 feet is consistent with the height of the adjacent

zoning districts, as well as being consistent with the objective of achieving pedestrian scale development.

### **Recommendation**

#### **Staff recommends approval.**

The amendment would result in a maximum height for freestanding signs in sub-area C of the MS District that maintains a pedestrian scale, and is in keeping with the maximum sign height permitted in adjacent districts.

### **Required Action**

#### **Planning and Zoning Commission:**

Upon making its recommendation, the Planning and Zoning Commission must place in the official record a statement of consistency with the City's Land Use Plan, and any other officially adopted plan that may be applicable. This may be done by adopting the staff's findings as written in this report, by adopting the staff's findings with additions or changes as agreed upon by the Commission, or, if the Commission is in disagreement with staff's findings, by adoption of its own statement.

#### **City Council:**

Upon rendering its decision in this case, the High Point City Council also must place in the official record a statement of consistency with the City's Land Use Plan. This may be done by adopting the staff's findings as written in this report, by adopting the staff's findings with additions or changes as agreed upon by the Council, or, if the Council is in disagreement with staff's findings, by adoption of its own statement.

In addition, the City Council must, prior to adopting or rejecting any zoning amendment, explain why it considers the action taken to be reasonable and in the public interest. In this case, staff suggests that the approval of the applicant's request is reasonable and in the public interest because: 1) the amendment would result in a maximum sign height that maintains a pedestrian scale and is in keeping with the maximum sign height permitted in adjacent zoning districts. The City Council may adopt this statement, it may add to or change this statement, or, if the Council is in disagreement with the above statement it will need to formulate its own reasonableness / public interest statement.

### **Report Preparation**

This report was prepared by Planning and Development Department staff member Douglas Loveland, AICP and reviewed by G. Lee Burnette, AICP, Director.